

FIG.

FIG. 2

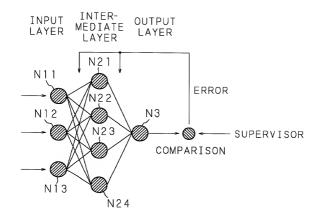
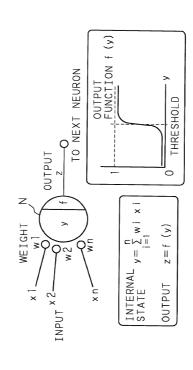
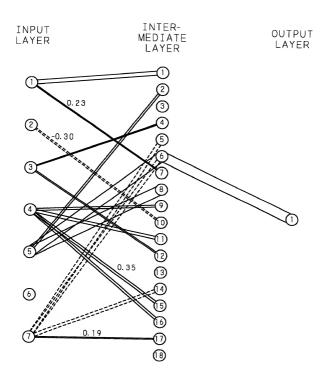


FIG. 3





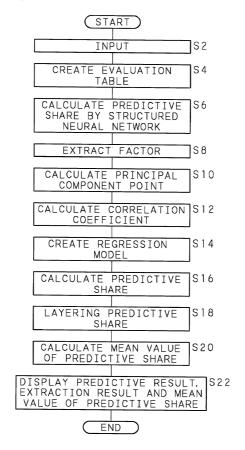


FIG.

					Γ					7								
	END	ဗ	4	2	7	5	-	6	8.0%			END						T
	INTER- MEDIATE TIME	က	4	2	9	5	-	6	8.0%	PRODUCT		INTER- MEDIATE TIME						
F003	LAUNCH TIME	2	4	2	5	5	-	6	12.0%	NFW PRO	2	LAUNCH TIME	က	7	7	9	9	•
	END TIME	2	2	3	7	8	-	5	4.0%			END TIME	က	9	9	9	Ŋ	•
	INTER- MEDIATE TIME	2	2	3	7	8		5	4.0%			INTER- MEDIATE TIME	3	9	9	9	4	•
F002	LAUNCH TIME	7	2	က	7	8	l	5	4.0%	F005		LAUNCH TIME	3	9	9	5	က	7
	END	7	E	2	2	4	1	5	8.0%			END TIME	3	4	4	7	6	,
	INTER- MEDIATE TIME	2	8	9	9	7	1	5	8.0%			INTER- MEDIATE TIME	3	4	4	7	6	
F001	LAUNCH TIME	2	က	5	2	4	1	5	10.0%	F004		LAUNCH TIME	က	4	4	9	6	,
9		SALES CHANNEL	FUNCTION	DESIGN · COLOR	PRICE	QUALITY	BRAND POWER	SEASON	SHARE									

8

10.0% 8.0%

10.0%

5 5 4.0% 3.0%

4.0%

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	EVALUATION EVALUATION EVALUATION CHARACTER- CHARACTER- CHARACTER- ISTICS 1 ISTICS 2 ISTICS 3	7	4	5	9	∞	D	•	•	4	7
Mr. C	EVALUATION EVALUATION EVALUATION CHARACTER- CHARACTER- CHARACTER- ISTICS 1 ISTICS 2 ISTICS 3	4	ဇ	4	4	9	5	•	•	7	က
Mr.B N	EVALUATION CHARACTER- ISTICS 1	3	5	7	9	8	8	•	•	င	5
Mr. A		OBJECT 1	OBJECT 2	OBJECT 3	OBJECT 4	OBJECT 5	OBJECT 6			OBJECT n	JNKNOWN OBJECT X
	SHARE	KNOWN									UNKNOWN
	EVALUATOR	(Mr.A)	)	(	(Mr.B)	) (	M.C.C.	)			

FIG. 8 F001

CHANNEL	FUNCTION	DESIGN	PRICE	QUALITY	BRAND	CHANNEL FUNCTION DESIGN PRICE QUALITY BRAND COMPONENT POINT A-F001 B-F001
						Z-F001

F002

1							
	CHANNEL	FUNCTION	DESIGN	PRICE	QUALITY	BRAND	CHANNEL FUNCTION DESIGN PRICE QUALITY BRAND COMPONENT POINT
Mr. A							A-F002
Mr.B							B-F002
Mr.Z							7-F002
							1

NEW PRODUCT

	CHANNEL	FUNCTION	DESIGN	PRICE	QUALITY	BRAND	CHANNEL FUNCTION DESIGN PRICE QUALITY BRAND COMPONENT POTNIT
Mr.A							A-NFW PRODUCT
Mr.B							B-NFW PRODUCT
Mr.Z							Z-NEW PRODUCT
							7

FIG. 9

	TYPE	SHARE		CORRELATION COEFFICIENT
Mr. A	F001	10	A-F001	0. 4875
	F002	13	A-F002	
	F003	10	A-F003	
	F004	4	A-F004	
	F005	3. 5	A-F005	

	TYPE	SHARE		CORRELATION COEFFICIENT
Mr.B	F001	10	B-F001	0.6049
	F002	13	B-F002	
	F003	10	B-F003	
	F004	4	B-F004	
	F005	3. 5	B-F005	

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		SHARE		CORRELATION COEFFICIENT
Mr.Z	F001	10	Z-F001	0.8171
	F002	13	Z-F002	
	F003	10	Z-F003	
	F004	4	Z-F004	
	F005	3. 5	Z-F005	

FIG. 10

			DDTHETT	
	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr. A	F001	10	A-F001	0. 4875
	F002	13	A-F002	
ĺ	F003	10	A-F003	
	F004	4	A-F004	
	F005	3. 5	A-F005	
	NEW PRODUCT	?	A-NEW PRODUCT	

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr.B	F001	10	B-F001	0.6049
	F002	13	B-F002	
	F003	10	B-F003	
	F004	4	B-F004	
	F005	3. 5	B-F005	
	NEW PRODUCT	·	B-NEW PRODUCT	

:

	TYPE	SHARE	PRINCIPAL COMPONENT POINT	CORRELATION COEFFICIENT
Mr.Z	F001	10	Z-F001	0.8171
	F002	13	Z-F002	
	F003	10	Z-F003	
	F004	4	Z-F004	
1	F005	3. 5	Z-F005	
	NEW PRODUCT	?	Z-NEW PRODUCT	

FIG. 11

	_	_	_	_	
CONFIDENCE INTERVAL Upper95%	11.47	12.19	12.12	12.19	11.70
AVERAGE VALUE	10.23	10.49	10.03	10.98	11.60
CONFIDENCE INTERVAL Lower95%	8.99	8.79	7.93	9.77	11.49
NUMBER OF EVALUATORS	13	7	5	4	ဇ
CORRELATION COEFFICIENT (EQUAL OR) (MORE THAN)	- 1	- 1	0.70	0.75	0.80